



WCPO

wcpo.com
kypost.com

ORDER

Print Date 10/17/12

Page 1 of 5

Flight Dates 10/23/12-10/29/12

Contract / Revision 311602 /

Original Date / Revision
10/17/12 10/17/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

Candidate. OFA Sked A 10.23-10.2

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1537

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-8

Advertiser Ref

Primary Account Executive

Daniel Baylog

Account Executive Order% Start Date End Date

Daniel Baylog 100%

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	125	\$40,094.50	\$47,170.00	0.00	10/01/12	10/28/12	125	\$40,094.50	\$47,170.00
November 2012	24	\$8,283.25	\$9,745.00	0.00	10/29/12	10/29/12	24	\$8,283.25	\$9,745.00
Totals	149	\$48,377.75	\$56,915.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	WCPO	10/23/12	10/29/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	22222--	:30	10	\$70.00	P-8	0.00 NM	10	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	22222--			10		\$70.00		0.00			
2	WCPO	10/23/12	10/29/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	12222--	:30	9	\$125.00	P-8	0.00 NM	9	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	12222--			9		\$125.00		0.00			
3	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	34444--	:30	19	\$200.00	P-8	0.00 NM	19	\$3,800.00



WCPO

Print Date: 10/17/12

Page 2 of 5

wcpo.com
kypost.com

Contract / Revision 311602 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/17/12/ 10/17/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	WCPO	10/23/12	10/29/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	34444--	:30	19	\$200.00	P-8	0.00	NM	19	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	34444--					19	\$200.00		0.00			
4	WCPO	10/27/12	10/27/12	SA 5-6am SA 5-6am	CM	5-6a	-----S-	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$50.00		0.00			
5	WCPO	10/27/12	10/27/12	SA 6-7am SA 6-7am	CM	6-7a	-----S-	:30	2	\$70.00	P-8	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					2	\$70.00		0.00			
6	WCPO	10/27/12	10/27/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$175.00		0.00			
7	WCPO	10/27/12	10/27/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	2	\$160.00	P-8	0.00	NM	2	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					2	\$160.00		0.00			
8	WCPO	10/28/12	10/28/12	SU 5-6am SU 5-6am	CM	5-6a	-----S	:30	1	\$50.00	P-8	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					1	\$50.00		0.00			
9	WCPO	10/28/12	10/28/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	2	\$75.00	P-8	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					2	\$75.00		0.00			
10	WCPO	10/28/12	10/28/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$175.00	P-8	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					1	\$175.00		0.00			
11	WCPO	10/28/12	10/28/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	2	\$190.00	P-8	0.00	NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					2	\$190.00		0.00			
12	WCPO	10/23/12	10/29/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	11111--	:30	5	\$125.00	P-8	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$125.00		0.00			
13	WCPO	10/23/12	10/29/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	11111--	:30	5	\$100.00	P-8	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$100.00		0.00			
E 14	WCPO	10/23/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$300.00	P-3	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$300.00		0.00			
15	WCPO	10/23/12	10/29/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	11111--	:30	5	\$150.00	P-8	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$150.00		0.00			



WCPO

Print Date: 10/17/12

Page 3 of 5

wcpo.com
kypost.com

Contract / Revision 311602 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/17/12/ 10/17/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
15	WCPO	10/23/12	10/29/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	11111--	:30	5	\$150.00	P-8	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	11111--					5	\$150.00		0.00			
16	WCPO	10/23/12	10/29/12	M-F 1-2p M-F 1-2p	CM	1258-2p	11111--	:30	5	\$150.00	P-8	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	11111--					5	\$150.00		0.00			
17	WCPO	10/23/12	10/29/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	-1--1--	:30	2	\$600.00	P-8	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	-1--1--					2	\$600.00		0.00			
18	WCPO	10/28/12	10/28/12	SU 9-10a SU9-10a	CM	9-10a	-----S	:30	1	\$800.00	P-8	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	-----S					1	\$800.00		0.00			
19	WCPO	10/23/12	10/29/12	M-F 3-4p 3-4pm Katie	CM	3-4p	11111--	:30	5	\$200.00	P-8	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	11111--					5	\$200.00		0.00			
20	WCPO	10/23/12	10/29/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	11111--	:30	5	\$280.00	P-8	0.00	NM	5	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	11111--					5	\$280.00		0.00			
21	WCPO	10/23/12	10/29/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	11111--	:30	5	\$275.00	P-8	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	11111--					5	\$275.00		0.00			
22	WCPO	10/23/12	10/29/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	11111--	:30	5	\$300.00	P-8	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	11111--					5	\$300.00		0.00			
23	WCPO	10/23/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	558-630p	12111--	:30	6	\$350.00	P-8	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	12111--					6	\$350.00		0.00			
24	WCPO	10/28/12	10/28/12	SU 6-7p News SU 6-7p News	CM	558-7p	-----S	:30	1	\$225.00	P-8	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	-----S					1	\$225.00		0.00			
25	WCPO	10/23/12	10/29/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	11111--	:30	5	\$400.00	P-8	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	11111--					5	\$400.00		0.00			
26	WCPO	10/23/12	10/29/12	M-F 730-8p 730-8p Let's Ask America	CM	M-F 730-8p	11111--	:30	5	\$465.00	P-8	0.00	NM	5	\$2,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	11111--					5	\$465.00		0.00			
27	WCPO	10/29/12	10/29/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$2,000.00	P-8	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	M-----					1	\$2,000.00		0.00			



WCPO

Print Date: 10/17/12

Page 4 of 5

wcpo.com
kypost.com

Contract / Revision 311602 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/17/12/ 10/17/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product Candidate. OFA Sked A 10. Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
27	WCPO	10/29/12	10/29/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$2,000.00	P-8	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	M-----					1	\$2,000.00		0.00			
E 28	WCPO	10/29/12	10/29/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	M-----					1	\$3,000.00		0.00			
E 29	WCPO	10/23/12	10/23/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-T-----					1	\$4,500.00		0.00			
30	WCPO	10/24/12	10/24/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	:30	1	\$1,500.00	P-8	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	--W----					1	\$1,500.00		0.00			
31	WCPO	10/25/12	10/25/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	1	\$6,500.00	P-8	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	---T---					1	\$6,500.00		0.00			
32	WCPO	10/26/12	10/26/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,100.00	P-8	0.00	NM	1	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	----F--					1	\$3,100.00		0.00			
33	WCPO	10/28/12	10/28/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	1	\$4,500.00	P-8	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					1	\$4,500.00		0.00			
34	WCPO	10/23/12	10/29/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	1111111	:30	7	\$450.00	P-8	0.00	NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1111111					7	\$450.00		0.00			
35	WCPO	10/23/12	10/29/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1202a	11111--	:30	5	\$275.00	P-8	0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$275.00		0.00			
36	WCPO	10/23/12	10/29/12	M-F 1202-107a Jimmy Ki M-F 1202-107a Jimmy Ki	CM	1202-107a	11111--	:30	5	\$50.00	P-8	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$50.00		0.00			
37	WCPO	10/23/12	10/29/12	M-F 106-206a Frasier M-F 106-206a Frasier	CM	106-206a	11111--	:30	5	\$10.00	P-8	0.00	NM	5	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	11111--					5	\$10.00		0.00			
38	WCPO	10/28/12	10/28/12	SU 1135p-1235a SU 1135p-1235a	CM	SU 1135p-1235a	-----S	:30	1	\$75.00	P-8	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S					1	\$75.00		0.00			
39	WCPO	10/27/12	10/27/12	ABC College Football -g6M ABC College Football gan	CM	258-7p	-----S-	:30	1	\$400.00	P-8	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	-----S-					1	\$400.00		0.00			



WCPO

Print Date: 10/17/12

Page 5 of 5

wcpo.com
kypost.com

Contract / Revision **311602** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/17/12/ 10/17/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **Candidate. OFA Sked A 10.** Estimate # **1537**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
39	WCPO	10/27/12	10/27/12	ABC College Football -g6M ABC College Football gan	CM	258-7p	-----S-	:30	1	\$400.00	P-8	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$400.00		0.00			
40	WCPO	10/27/12	10/27/12	ABC College Football Pri6M ABC College Football Pri	CM	758-1130p	-----S-	:30	1	\$1,000.00	P-8	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$1,000.00		0.00			
41	WCPO	10/27/12	10/27/12	SA 7-730p SA7-730P	CM	658-730p	-----S-	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$200.00		0.00			
42	WCPO	10/27/12	10/27/12	SA 730-8p SA730-8P	CM	730-758p	-----S-	:30	1	\$200.00	P-8	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$200.00		0.00			
													Totals	149	\$56,915.00